

2014 Forrester Events

Powerful Content • Leading Industry Speakers • Thought-Provoking Ideas

Dear _____ :

I would like your approval to attend [Forrester's Forum For Customer Experience Professionals](#), taking place 17-18 November, in London. The agenda, exhibiting companies, and Forum theme speak directly to our current priorities:

By attending this two-day Forum, I'll have access to:

- Compelling keynotes by leading industry executives and Forrester analysts.
- 1-On-1 Meetings with Forrester analysts.
- Networking with more than 250 peers, analysts and industry executives facing similar challenges.
- Exclusive, first look at new research and survey data.

I will have access to all available keynote presentation videos and/or slides, which I can present to the team upon my return.

The conference fee is £1,725. Additionally,

(Select one if applicable)

- We will save £100 as a Forrester client.
 We will save £300 as a government, non-profit, or educational institution.

And: *(Select one if applicable)*

- We will save an additional £100 as a returning attendee from a previous Forrester Forum.
 We will save an additional £200 by registering before 4 October.

Or: *(Select one if applicable)*

- The fee is fully waived by applying a prepaid Event Ticket from our Forrester contract.
 The fee is fully waived by applying prepaid Service Units from our Forrester contract.

Below is my estimate of the conference costs:

Airfare:	\$
Transportation:	\$
Hotel:	\$
Meals (dinners only):	\$
Conference Fee:	\$
TOTAL:	\$

I plan to attend and participate in the following sessions from the Forum agenda:

I plan on visiting the following [technology solution providers](#) in Forrester's Solutions Showcase to evaluate for future use:

I appreciate your consideration and hope you'll agree that this combination of high-level education and networking is a key investment in our team.

Thank you,

Maximize Your Forrester Forum Experience

Identify What Type Of Attendee You Are:

Data Seeker

- Download all available presentations before, during, or after the Forum.
- Download your exclusive first look at our latest research reports (free for attendees).
- Attend workshop-like track sessions for the latest data and best practices to bring back to your organization.



Visionary

- Attend all keynote sessions to learn Forrester's latest "Big Ideas" and upcoming trends in the Age Of The Customer.
- Set up 1-On-1 analyst meetings and discuss what you can do today to succeed in the future.
- Learn about current & future technology solutions by visiting the Solutions Showcase.



Problem Solver

- Learn about current & future technology solutions by visiting the Solutions Showcase.
- Attend all keynote sessions to hear best practices and lessons learned from leading industry executives and Forrester analysts.
- Meet with your Forrester Rep. to learn about all Forrester offerings available to solve your organization's unique problems.



Social Butterfly

- Attend all Forum receptions.
- Set up 1-On-1 analyst meetings.
- Add yourself to the mobile app to communicate with attendees and gain access to presentations.
- Follow [#ForrForum](#) to follow the Forum buzz!

